



# Sears

*Fall and  
Winter  
1969*

Knit Dress described on page 18  
Just one of our great new  
collection of knits for the entire family  
starting on page 2

**INDEX  
BEGINS ON PAGE 513**

**SEARS, ROEBUCK  
AND CO.  
BOSTON, MASS. 02215**

Satisfaction Guaranteed  
or your money back

# SEARS...WHERE THE NEW IDEAS IN *knits* TAKE SHAPE

By taking full advantage of many remarkable new techniques in fabric development, Sears is now able to offer a new and unusually broad selection of knit apparel... clothing with a conventional look, but with the added comfort and freedom from care that only knits can provide.



Actual-size photograph  
shows the fine knit texture  
of the cape and pants



SHOWN ON OPPOSITE PAGE

## new groove for juniors: cape outfit of knits from Italy

- 1 Black Cape** swirls to a close with brass dome buttons. Nifty rounded collar; arm openings; mock pockets. Wool double-knit. Dry clean. Junior sizes S(5-7); M(9-11); L(13-15). *State size S, M or L.*  
V19 F 6717F—Shipping weight 1 lb. 4 oz. .... \$19.00
- 2 Black Wide-leg Pants** end in deep cuffs. Sleek-fitting set-on waistband; side zipper closing. Wool double-knit. Dry clean. Junior sizes 5, 7, 9, 11, 13, 15. *State size.*  
V19 F 6715F—Shipping weight 1 pound. .... \$16.00
- 3 Beige Muffler** ... a great fling, about 6 feet long, to twist as you please. Hand-tied fringe. Random rib-knit of wool and acrylic. Dry clean.  
V19 F 6718—Shipping weight 4 ounces. .... \$7.00
- 4 Beige Pullover.** Turtleneck style; buckled self belt, pull-thru loops. Long sleeves. Random rib-knit of wool and acrylic. Dry clean. Junior sizes S(32-34); M(36-38); L(40). *State size S, M or L.*  
V19 F 6716F—Shipping weight 10 ounces. .... \$12.00
- 5 Jazzy high-riding Pant Shoe** with soaring, high-rise vamp spiced with a bold instep strap with trim self buckle. Soft, supple black patent vinyl upper. Broadly rounded toe and important straight 1¾-inch heel. Flexible, long-wearing composition sole. *State size, then width.*  
Sizes AA (narrow) 7 to 9 and B (medium) 5½ to 9, 10. Half sizes too ... no 9½.  
X54 F 43618F—Shipping weight 1 pound 4 ounces. .... \$12.00

SHOWN ON THIS PAGE

## now the go-together look in men's wear comes in wrinkle-shy knits!

- 6 Tan Jacket.** All wool worsted jersey bonded to acetate for strength ... then lined with acrylic pile on cotton back for wonderful warmth. Sleeves lined with acetate taffeta quilted to 90% Orlon® acrylic, 10% other fibers. 2-button adjustable side tabs for better fit. Vinyl trimmed hand warming pockets. Average length 28 in. Dry clean.  
*State chest size 36, 38, 40, 42, 44, 46 inches.*  
45 F 85057F—Shipping weight 3 pounds 5 ounces. .... \$30.00
- 7 Brown PERMA-PREST® Slacks.** Trim Regular. For the trim look, regular fit. Dacron® polyester double knit has a rich appearance ... gives both vertical and horizontal relaxation for the comfort a man likes. Designed exclusively for Sears with advanced styling. Low rise with belt worn low on hips. Button flaps cover both the lowered, horizontal front pockets and belt loops at front. Single back loop. Slightly flared hemmed bottoms. Dry clean. No pressing needed ... even if cleaned in coin-operated machine.  

Waist, inches	30	31, 36	32, 34
Inseam, inches	29, 30	29, 30, 31	29, 30, 31, 32

41 F 76528F—*State waist, then inseam in.* Wt. 1 lb. 10 oz. .... \$21.00
- 8 Brown Shirt.** Polyester knit. High-rise, self-fabric collar has fashionable long points ... double button closure. Button-flap chest pockets. Machine wash, medium temperature.  
Sizes S(34-36-inch chest); M(38-40); L(42-44); XL(46-48).  
33 F 88443F—*State size S, M, L or XL.* Shpg. wt. 13 oz. .... \$12.00

**FASHION-RIGHT ITALIAN SILK TIE SCARF.** 27-in. sq. Hand rolled hem.  
33 F 3799—Orange dots on black center, brown border. Wt. 2 oz. \$6.00  
\*Reg. DuPont T.M.

Wear Sears **PERMA-PREST®** for great no-iron, wrinkle-resistant performance ... that's what NEATNIKS wear

6

7

8

Actual-size photographs show the fine knit textures

the jacket

the slacks

the shirt



# SEARS..WHERE THE NEW IDEAS IN *knits* TAKE SHAPE

the  
ever-popular  
mother-daughter  
look now is here  
in a Wear-Dated®  
bonded knit

Acrilan® acrylic knit bonded to acetate tricot to shun wrinkles and stay in shape. Button-front step-in dress has creamy-white bodice shaped with welt seams, navy blue skirt. The acetate surah scarf is printed in red, white and navy. Hand wash separately.

Each dress is WEAR-DATED . . . guaranteed to give one full year of normal wear or return it for replacement or refund.

**Misses' sizes 10, 12, 14, 16, 18.**  
State size. Shpg. wt. 1 lb. 10 oz.  
V31 F 5497F.....\$8.99

**Girls' sizes 7, 8, 10, 12, 14.**  
State size. Shipping weight 10 oz.  
V77 F 1398F.....\$6.99

**Little Girls' sizes 3, 4, 5, 6, 6x.**  
State size. Shipping weight 10 oz.  
29 F 5609F.....\$5.99







### the navy jumpsuit

Snappiest look on two legs... jumpsuit starts like a jumper, ends in pants. Knit of Acrilan® acrylic bonded to acetate tricot for smooth, shape-keeping fit. Scoop neck, button-trimmed pockets. Machine wash, warm.

**Girls' sizes.** Back nylon zipper closure. Button trim on shoulders.

*State size 7, 8, 10, 12, 14.*

77 F 5036F—Shpg. wt. 13 oz.....\$9.99

**Little Girls' sizes.** Shoulder button closure.

*State size 3, 4, 5, 6, 6x.*

29 F 3906F—Shpg. wt. 7 oz.....\$6.99

**Misses' sizes.** Back nylon zipper closure and shoulder button closure.

*State size 8, 10, 12, 14, 16.*

7 F 5270F—Shpg. wt. 1 lb. 5 oz....\$13.99

### the striped pullover

Turtleneck top is just the right partner for the jumpsuit. Ring-around stripes of navy blue, red, cream, and gold-color. Knit of Acrilan® acrylic... it keeps its shape, stays color-bright. Back-neck zipper closing. Machine washable, warm temperature.

**Girls' sizes.**

*State size 7, 8, 10, 12, 14.*

77 F 5037F—Shpg. wt. 5 oz.....\$3.99

**Little Girls' sizes** S(2-3); M(4-5); L(6-6x).

*State size letter S, M, or L.*

29 F 4076F—Shpg. wt. 3 oz.....\$2.99

**Misses' sizes** S(8-10); M(12-14); L(16-18).

*State size letter S, M or L.*

7 F 7914F—Shpg. wt. 10 oz.....\$4.99

Measuring information on pages 532 to 534

for all the  
girls in your  
family.. the  
knit jumpsuit  
gives  
new freedom  
of action



# SEARS...WHERE THE NEW IDEAS IN *knits* TAKE SHAPE

look what's  
happened  
to the  
C.P.O. shirt...  
now it's knit  
and in the  
newest colors

Actual-size photograph  
shows the fine knit texture  
of this C.P.O. shirt

Fashion mates nautically styled with trim anchor buttons on placket front, cuffs and on the two button-thru flap pockets. Orlon® acrylic bonded to acetate... machine washable, warm temperature.

**HERS.** Junior sizes S(5-7); M(9-11); L(13-15). Please state size S, M or L.

V19 F 3612F—Camel tan

V19 F 3610F—Deep brown

V19 F 3611F—Bright navy

V19 F 3613F—Beet red

Shipping weight 14 ounces... \$10.00

**HIS.** Sizes S(34-36-inch chest); M(38-40); L(42-44) and XL(46-48). Please state size S, M, L, XL.

33 F 88475F—Camel tan

33 F 88473F—Deep brown

33 F 88471F—Bright navy

33 F 88476F—Beet red

Shipping weight 14 ounces... \$11.50

\*Reg. DuPont T.M.

**ORLON®**  
A DU PONT FIBER



here, man-styled  
coordinates,  
now in knits,  
and sized  
for her  
as well as  
for him

Actual-size photographs show the fine knit textures

the blazer

the slacks

**BLAZER** . . double-breasted. Knit of Orlon® acrylic backed with polyurethane foam that is bonded to smooth acetate tricot. Handsomely detailed with notched collar; brass-colored buttons; two patch pockets. Medium blue. Dry clean.

**1 HIS.** Sizes S(34-36-inch chest); M(38-40); L(42-44) and XL(46-48). *State S, M, L or XL.*  
V33 F 83211F—Shpg. wt. 1 lb. 11 oz. . . \$15.00

**2 HERS.** Misses' sizes 8, 10, 12, 14, 16, 18. *Please state size.*  
V7 F 6239F—Shipping weight 1 pound. \$14.00

**PERMA-PREST® SLACKS.** Dry clean, but never press. Double-knit Dacron® polyester in medium blue and black houndstooth checks. Plain front with beltless extended waistband, nylon zipper, hook and eye closure. L-shaped front pockets. Hemmed bottoms.

**3 HIS.** Trim Regular . . for the trim look, regular fit. *State waist size, then inseam.*

Waist, inches	Inseam, inches
31 . . . . .	29, 30
32, 34 . . . . .	29, 30, 31, 32
33, 36 . . . . .	29, 30, 31

V41 F 76586F—Shpg. wt. 1 lb. 10 oz. . . \$18.00

**4 HERS.** Misses' sizes 8, 10, 12, 14, 16, 18. *Please state size.*  
V7 F 6241F—Shipping wt. 1 lb. 3 oz. . . \$16.50

**SHIRT** . . mock-turtleneck style knit of Orlon® acrylic. Light blue with medium blue and black trim around neckline. Machine wash, warm.

**5 HIS.** Ribbed short sleeves and bottom. Sizes S(34-36-inch chest); M(38-40); L(42-44) and XL(46-48). *State size S, M, L or XL.*  
V33 F 88131F—Shipping weight 9 oz. . . \$8.00

**6 HERS.** Long sleeves; back-neck zipper closing. Sizes 34, 36, 38, 40. *State size.*  
V7 F 6240F—Shipping weight 7 ounces. . \$8.00

\*Reg. DuPont T.M.

Wear Sears **PERMA-PREST®**  
for great no-iron,  
wrinkle-resistant performance . .  
that's what NEATNIKS wear





# SEARS...WHERE THE NEW IDEAS IN *knits* TAKE SHAPE



the  
jumbo stitch  
brings new interest  
to the great  
jacquard-patterned  
wool knit  
sweaters

Really warm... jumbo yarn of 100% virgin wool. In natural cream-color sparked with gold and olive green accents. Pullover-style with double fabric mock-turtleneck collar. Ribbed knit cuffs and bottom. Hand wash separately or dry clean.

**HIS.** Sizes S(34-36-inch chest); M(38-40); L(42-44); XL(46-48).

*State size letter S, M, L or XL.*

**33 F 83184F—Shpg. wt. 2 lbs. 10 oz. \$16.00**

**HERS.** Great with pants, casual skirts.

Sizes S(34-36); M(38-40); L(42).

*State size letter S, M or L.*

**7 F 9170F—Shpg. wt. 1 lb. 11 oz. \$16.00**



2

3



soft, rich suede  
and finely  
textured knit  
add a  
new dimension to  
classically styled  
sweaters  
for men

For discriminating men: only the finest suede skins are selected to combine with quietly textured knit. Dry clean.

Sizes S(34-36-inch chest); M(38-40); L(42-44); XL(46-48).

**1 Brown Cardigan.** Fine knit of 100% virgin wool. Tan colors highlight front jacquard panel. Rib knit bottom, cuffs. Suede covered buttons.

State size S, M, L, XL.

33 F 86883F—Wt. 1 lb. 15 oz. \$19.00

**2 Gold Cardigan.** Diagonally stitched suede panels with Orlon® acrylic ottoman knit. Rib knit bottom, turn-back cuffs. Suede covered buttons.

State size S, M, L, XL.

33 F 86894F—Wt. 1 lb. 13 oz. \$22.50

**3 Green Pullover.** Hefty 100% virgin wool. Front jacquard panel tastefully touched with gray. Double-fabric rib knit mock-turtle collar, cuffs, bottom.

State size S, M, L, XL.

33 F 86902F—Wt. 1 lb. 15 oz. \$18.00

\*Reg. DuPont T.M.

1



# SEARS..WHERE THE NEW IDEAS IN *knits* TAKE SHAPE







yes sir!  
the popular double-breasted jacket  
and checked slacks are now  
double knit . . and the colors coordinate  
with the knit shirts and ties



**JACKET.** Marked body-line silhouette with a subtle shaped waist. Double-breasted, six-button style. Chest pocket lining flips out to look like lustrous pocket square. Peaked lapels, lower flap pockets, side vents. Double-knit Dacron\* polyester. Dry clean.

**1 For Father.** Half lining of acetate.

REGULAR. Chest sizes 37, 38, 39, 40, 42 and 44.  
45 F 32095F—Blue 45 F 32097F—Brown  
State size. Shpg. wt. 3 lbs. 2 oz. . . . . \$35.00

LONG. Chest sizes 39, 40, 42 and 44.  
45 F 32096F—Blue 45 F 32098F—Brown  
State size. Shpg. wt. 3 lbs. 2 oz. . . . . \$35.00

**2 For Son.** Full lining . . lustrous, fancy.  
Student sizes 10, 12, 14, 16, 18, 20.  
40F58626F—Blue 40F58625F—Brown  
State size. Shipping weight 2 lbs. . . . \$27.00

**PERMA-PREST® SLACKS.** 100% Dacron\* polyester knit.

**3 For Father.** Trim Regular. For the trim look, regular fit. Continental style. Stretch waistband; tab extends through belt loop. "L" top pockets. Hemmed bottoms. Dry clean only . . no pressing needed.

State waist, inches	then inseam, inches
32, 34 . . . . .	29, 30, 31, 32
33, 36 . . . . .	29, 30, 31
38 . . . . .	29, 30

41 F 76556F—Black, med. blue checks  
41 F 76557F—Rust and brown checks  
Shipping weight 1 pound 10 ounces. . . \$20.00

**4 For Son.** Ivy style. Plain front, belt loops. Horizontal front pockets. Cuffless, hemmed. No iron . . machine wash med.; tumble dry. Student sizes 10, 12, 14, 16, 18, 20.  
40F25501F—REG. Black, med. blue checks  
40F25503F—REGULAR. Rust, brown checks  
40F25521F—SLIM. Black, med. blue checks  
40F25523F—SLIM. Rust, brown checks  
State size. Shipping wt. 1 lb. 6 oz. . . \$10.00

**5 PERMA-PREST® DRESS SHIRT.** 50% polyester, 50% combed cotton knit. Tapered style. Back body-shirt panels. Medium spread, pointed collar. Long sleeves. Machine wash, med. . tumble dry or hand wash, drip dry.

**For Father.**

State neck, inches	then sleeve inches
14½ . . . . .	32, 33, 34
15 . . . . .	32, 33, 34, 35
15½, 16, 16½ . . . . .	32, 33, 34, 35, 36

33 F 71101F—Blue 33 F 71100F—White  
33 F 71102F—Maize  
Shipping weight 1 pound . . . . . \$8.00

**For Son.** Student sizes 10, 12, 14, 16, 18, 20.  
43 F 31520F—Blue 43 F 31522F—White  
43 F 31521F—Maize  
State size. Shipping weight 11 oz. . . . \$6.00

**6 PERMA-PREST® SWEATER SHIRT.** Mock turtleneck, set-in chest pocket. Long sleeves, ribbed cuffs, hemmed bottom. Polyester knit. Machine wash, med.; tumble dry.

**For Father.** S(34-36-in. chest); M(38-40); L(42-44); XL(46-48). State S, M, L or XL.  
33 F 88204F—Gold 33 F 88201F—Blue  
33 F 88206F—Rust  
Shipping weight 8 oz. . . . . \$7.00

**For Son.** Student sizes 10, 12, 14, 16, 18, 20.  
43 F 43726F—Gold 43 F 43721F—Blue  
43 F 43724F—Rust  
State size. Shipping weight 9 oz. . . . \$5.00

**TIES . . for Father.** Square-end shape; 3-in. width. Luxurious alpaca wool knit.  
33 F 3701—Brown 33 F 3700—Blue  
Shipping weight 2 ounces . . . . . \$3.50

**TIES . . for Son.** Regular cut; 4-in. width. Dacron\* polyester double-knit.  
43 F 92832—Brown 43 F 92833—Blue  
Shipping weight 3 ounces . . . . . \$2.00



Jacket and Slacks of  
**DACRON.**  
A DU PONT T.M.

Wear Sears **PERMA-PREST®** for great no-iron,  
wrinkle-resistant performance . . that's what **NEATNIKS** wear

\*Reg. DuPont T.M.

PCRM  
AEOGL  
Sears 11



# SEARS..WHERE THE NEW IDEAS IN *knits* TAKE SHAPE

news for NEATNIKS:  
shape-keeping,  
double-knit  
**PERMA-PREST®** fabric  
now in fashion prints  
..machine washable,  
easy to sew

Actual-size photograph of fabric  
shows the fine knit texture  
(pattern 16 used as example)

Carefree polyester and, because it's double-knit, the shape you sew is there to flatter you season after season. The screen-printed colors stay vibrant and lively. Sew it to body-shape, a gathered drape . . . sew dress, pantsuit, a self-indulgent dressing gown. 100% Fortrel polyester . . . naturally no iron when machine washed, warm temperature and tumble dried. 52-inches wide. All, but actual-size photograph directly above, shown 1/5 size.

State pattern number

36 F 3816H-Shpg. wt. yd. 10 oz. Yard \$6.98

Simplicity Jiffy Pattern

36 F 2172F—Shipping weight 2 ounces. . . 75c

State size	Yardage for 52-inch fabric				
	8	10	12	14	16
Dress	2 3/4	2 3/4	2 3/4	2 1/2	2 1/2 yards
Tunic and pants	2 1/2	2 1/2	3	3	3 yards

Wear Sears **PERMA-PREST®**  
for great no-iron,  
wrinkle-resistant performance . .  
that's what NEATNIKS wear

**LANE FORTREL**  
A CONTEMPORARY FASHION FIBER





shape-holding double knits  
for little NEATNIKS..  
and these **PERMA•PREST®**  
sweater and skirt sets  
are just \$9.99 each

Good news... these sets have the comfort and unusual details formerly found only in Italian knits... that's because these Orlon® acrylic sets are double knit in the U.S.A. on the same type of machine used in Italy. And these sets never need ironing; machine wash, medium; tumble dry. Skirts are made with adjustable suspenders and have a tunneled elastic waist for smooth, comfy fit. Sweaters have easy-on, easy-off back zipper. These pretty fashions are exclusively ours, and each reaches you nicely boxed.

**1 Yellow and green Set.** Turn-down collar. Unusual detail: knit-in ribbed stripe on the A-line skirt.  
State size 3, 4, 5, 6, 6x.

29 F 4381F—Wt. 15 oz... Set \$9.99

**2 Navy, red and white Set.** Skirt has all-around knit-in pleats; the sweater—a modified turtleneck. Unusual detail: sculptured knit stripes.  
State size 3, 4, 5, 6, 6x.

29 F 4379F—Wt. 15 oz... Set \$9.99

\*Reg. DuPont T.M.

**3 Gray and red Set.** Skirt has all-around, knit-in pleats; the sweater—raglan shoulders. Unusual detail: stripes specially knit in for color excitement.  
State size 3, 4, 5, 6, 6x.

29 F 4380F—Wt. 15 oz... Set \$9.99

**4 Blue Set.** A-line skirt. Unusual detail: narrow, narrow ribbing that forms the ruffle at the cuffs and neck.  
State size 3, 4, 5, 6, 6x.

29 F 4382F—Wt. 15 oz... Set \$9.99

Wear Sears **PERMA•PREST®** for great no-iron, wrinkle-resistant performance... that's what NEATNIKS wear

**ORLON®**  
A DU PONT FIBER

PERMA  
AEDLG Sears 13



# SEARS...WHERE THE NEW IDEAS IN *knits* TAKE SHAPE



tunic-over-pants  
hostess sets...  
now in easy-wear  
washable knits

Actual-size photographs show the fine knit textures

solid color

patterned

**1 Solid-color crepe-textured knit**... of luxurious Encron® polyester that sheds wrinkles, washes beautifully. Wrap-around tunic top ties with double-sash belt of self-fabric and gold-color metallic braid. Full sleeves softly shirred at wide French cuffs. Fashionable domed cuff links included. Gracefully flared pants have covered elastic waistband. Machine wash separately at warm temperature. Ice blue.

State Misses' size 8, 10, 12, 14, 16.

**38 F 60001F—Shipping weight 1 pound 3 ounces...\$26.00**

**2 Patterned jersey**... of double-knit 150-denier acetate. Soft draping, full-bodied fabric... looks and feels luxurious. Tunic top has long nylon zipper in back, self-fabric sash belt. Flared-leg pants have covered-elastic waist. Machine wash separately, warm... drip dry. Attractive border print is green, yellow and rust on a white background.

State Misses' size 8, 10, 12, 14, 16.

**38 F 60021F—Shipping weight 1 lb. 3 oz.....\$18.00**



1

2

new all-weather coat  
for NEATNIKS:  
double-knit  
**PERMA·PREST®** fabric  
..shower-resistant ZePel® treated  
..and machine washable

Actual-size photograph  
shows the fine knit texture of the  
all-weather coat and matching hat

**1** Lightweight double-knit Dacron® polyester sheds wrinkles as well as sprinkles. Broadcloth lining of polyester and cotton also ZePel treated. Machine wash, medium; no ironing if tumble-dried.

Misses' sizes 8, 10, 12, 14, 16, 18.

With zip-liner of Orlon® acrylic pile on cotton back; attached sleeves of quilted acetate.

N17 F 9120F—Teal blue

N17 F 9121F—Camel tan

N17 F 9122F—Cardinal red

N17 F 9123F—Light beige

State size above. Shpg. wt. 4 lbs. 4 oz. . . . \$39.50

Without zip-liner.

N17 F 9100F—Teal blue

N17 F 9101F—Camel tan

N17 F 9102F—Cardinal red

N17 F 9103F—Light beige

State size above. Shpg. wt. 2 lbs. 13 oz. . . . \$32.50

**2** Matching Hat in double-knit Dacron® polyester .. shower-resistant. Stitched brim; rayon taffeta lining. Fits 21¾ to 22½ inches.

N78 F 9385—Teal blue

N78 F 9386—Camel tan

N78 F 9387—Cardinal red

N78 F 9388—Light beige

Shipping weight 1 pound 2 ounces. . . . \$7.00

\*Reg. DuPont T.M.

Wear Sears **PERMA·PREST®** for  
great no-iron, wrinkle-resistant performance  
.. that's what NEATNIKS wear





# SEARS...WHERE THE NEW IDEAS IN *knits* TAKE SHAPE



knit outfits  
for juniors:  
dresses that do  
tunic-duty  
over pants  
or look great as  
"just a dress"

**1 Embroidered Posies**, in happy colors, prance down the front of this tunic... navy banded with cream; back zipper. Navy flare-leg pants have elasticized waistband. Acrylic jersey bonded to a thin layer of polyurethane foam backed with acetate tricot... a smooth, shape-keeping fabric. Dry clean.

Junior sizes 7, 9, 11, 13, 15. *Please state size.*

Shipping weight 1 lb. 4 oz.

V19 F 1607F.....\$14.90

**2 Spinning Stripes** ring the tunic in deep brown and medium beige. Tie-laced bow accents collar; 2-button cuffs; back zipper. Medium beige wide-leg pants swing out to a flare; elasticized waistband. Lively boucle-knit of polyester and cotton. Dry clean.

Junior sizes 7, 9, 11, 13. *State size.*

Shipping weight 1 lb. 14 oz.

V19 F 1608F.....\$14.90

Petite Junior sizes 3P, 5P, 7P, 9P, 11P, 13P. *State size.*

Shipping weight 1 lb. 14 oz.

V19 F 1708F.....\$14.90





ultimate comfort for NEATNIKS:  
misses' **PERMA-PREST®** no-iron  
coordinates knit of carefree polyester

( 1 thru 6 ) Luxurious spun Dacron® polyester gives these coordinates their rich look, softness and easy-care ways. Machine washable, warm; need no ironing if tumble-dried . . . their neat, just-pressed look really lasts. Order your usual size . . . if in doubt see page 534.

**1** Turtleneck Pullover . . . crisply combines forest green, deep rose and cream-color knit-in stripes. Non-snap nylon zipper closing at back neck.

Misses' sizes 8, 10, 12, 14, 16, 18. *State size.* Wt. 12 oz.  
V7 F 6247F . . . \$7.00

**2** Modified A-line Skirt . . . forest green double-knit. Pull-on style . . . elasticized waistband. Self belt; tortoise-shell-tone plastic buckle.

Misses' sizes 8, 10, 12, 14, 16, 18. *State size.* Wt. 11 oz.  
V7 F 6246F . . . \$10.00

**3** Cardigan Jacket . . . forest green double-knit. Styled with V-neck; subtle shaping. Tortoise-shell-tone plastic buttons and buckle; self belt.

Misses' sizes 8, 10, 12, 14, 16, 18. *State size.* Shpg. wt. 1 lb.  
V7 F 6242F . . . \$16.00

**4** Box-pleated Skirt . . . forest green double-knit. Pull-on style with elasticized waistband. It's well-suited to the cardigan jacket sold above.

Misses' sizes 8, 10, 12, 14, 16, 18. *State size.* Wt. 14 oz.  
V7 F 6243F . . . \$12.00

**5** Tunic Top . . . forest green double-knit. V-neck; contour seams; patch pockets. Tortoise-shell-tone plastic buttons. Striped top sold at left.

Misses' sizes 8, 10, 12, 14, 16, 18. *State size.* Wt. 12 oz.  
V7 F 6244F . . . \$12.00

**6** Cuffed wide-leg Pants . . . forest green double-knit. Pull-on style with comfortable elasticized waistband.

Misses' sizes 8, 10, 12, 14, 16, 18. *State correct size.* Shipping weight 1 lb. 3 oz.  
V7 F 6245F . . . \$12.00

**DACRON**  
POLYESTER

Wear Sears **PERMA-PREST®** for great no-iron, wrinkle-resistant performance . . . that's what NEATNIKS wear



THE DRESS  
SHOWN ON OUR  
FRONT COVER



1

2

The overblouse-dress adds to its superbly easy lines the comfort of double-knit wool. Handbag and shoes add the with-it look.

**1 Pouch handbag** in soft, smooth glove-tanned cowhide. Outside front pocket, gold-color metal buckle trim. Top zipper closing. Inside center zip pocket, rear-wall zip pocket. Bottom studs. Unlined. About 11½x8x3¼ in.

X88 F 3496—Light camel tan  
X88 F 3497—Dark brown  
Shipping weight 2 pounds. \$16.00

**2 Shoes.** Glove leather upper. Composition sole, 2-inch heel. Sold in black patent on page 21.

Sizes AA (narrow) 7, 7½, 8, 8½, 9.  
B (medium) 5½, 6, 6½, 7, 7½, 8, 8½, 9, 10.

State usual size, then width.  
X54 F 44726F—Light camel tan  
X54 F 44426F—Dark brown  
Shipping weight 1 lb. 4 oz. \$16.00

**3 Overblouse-dress**, from Italy. Two-piece style of double-knit wool. Pullover top has bright metal buttons on placket opening, cuffs and pocket flaps . . . extra button included. Skirt of stay-in pleats has elasticized waistband, side zipper, 2-inch hem. Dry clean. Order your usual size . . . if in doubt, see page 534. Scarf sold on opposite page.

Misses' sizes 8, 10, 12, 14, 16, 18. Please state correct size.

V31 F 8310F—Wood violet V31 F 8311F—Beige  
Shipping weight 2 pounds 5 ounces. \$32.00



3



Sears Fashion Board  
COLLECTION



The jumper-dress  
all-comfort in knit . .  
all-knowing with crepe  
blouse and foulard tie. Even  
the scarf, jewelry and shoes  
are forthright in their  
fashion message.

**1** Coat-style jumper of double-knit Acrilan® acrylic with button-on back belt; 2-inch hem . . a WEAR-DATED® garment guaranteed to give one full year of normal wear or return it for replacement or refund; machine wash, warm. Crepe blouse of acetate and nylon with self-covered buttons in front and on the cuffs; hand wash separately. Foulard tie of multicolor-printed acetate twill; dry clean. Extra buttons included. Order your usual size . . if in doubt, see page 534.

Misses' sizes 8, 10, 12, 14, 16, 18. *State size.*

V31 F 8325F—Navy blue jumper with creamy-white blouse

V31 F 8326F—Deep brown jumper with creamy-white blouse

Shipping weight 2 pounds 6 ounces. . . . . \$32.00

( 2 thru 4 ) Chain necklaces of gold-color metal. To wear one is nice . . all three would be sensational.

**2** Textured little hemispheres . . space-age beads on a dainty braided chain. About 60 in. long.

4 F 54903—Shipping weight 3 ounces. . . . . \$6.00

**3** Geometric squares, chain-spaced. Abt. 60 in. long.

4 F 54902—Shipping weight 3 ounces. . . . . \$7.00

**4** Sculptured oblongs, chain-linked. Abt. 36 in. long.

4 F 54901—Shipping weight 3 ounces. . . . . \$5.00

**5** Shoes. Pump with patent vinyl upper. Trimmed with contrasting smooth vinyl binding. High-rising vamp with center seaming. Stylish 1¾-inch heel. Composition sole.

Sizes AA(narrow) 7, 7½, 8, 8½ and 9.

B(medium) 5½, 6, 6½, 7, 7½, 8, 8½, 9, 10.

X54 F 45536F—Navy blue with red

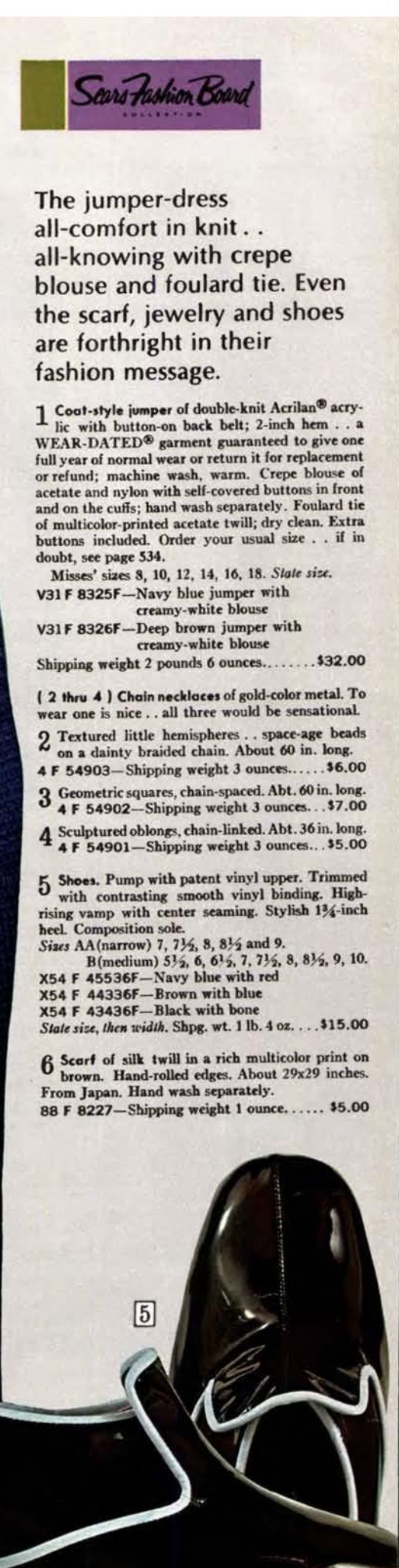
X54 F 44336F—Brown with blue

X54 F 43436F—Black with bone

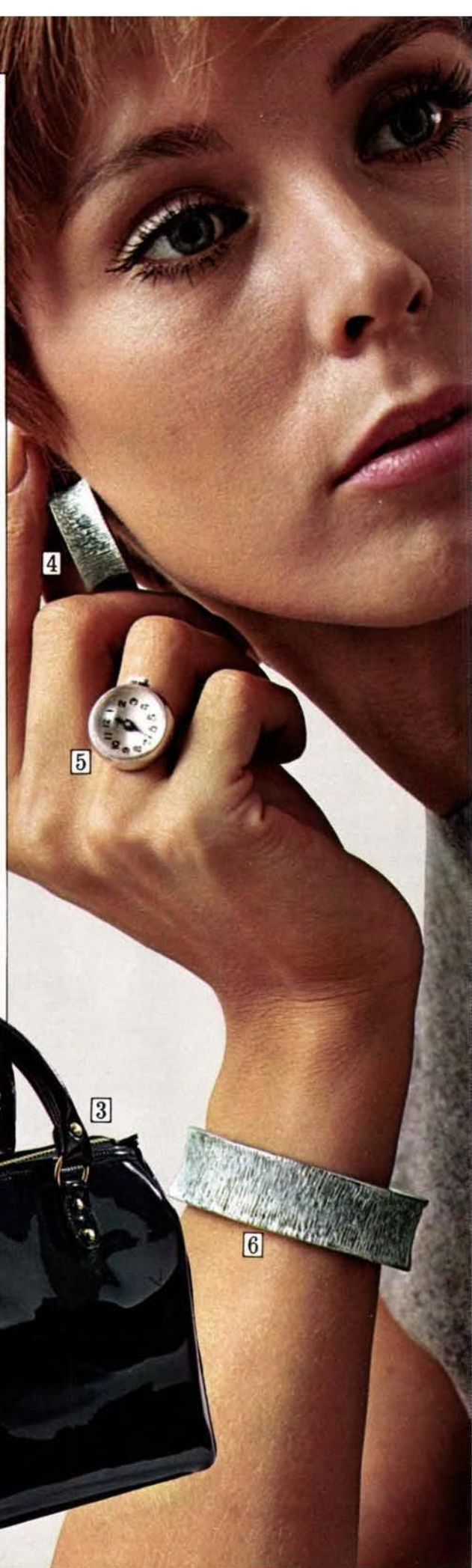
*State size, then width. Shpg. wt. 1 lb. 4 oz. . . . . \$15.00*

**6** Scarf of silk twill in a rich multicolor print on brown. Hand-rolled edges. About 29x29 inches. From Japan. Hand wash separately.

88 F 8227—Shipping weight 1 ounce. . . . . \$5.00











SHOWN ON OPPOSITE PAGE

Cape and dress ensemble goes all out for the comfort of knit, here in a bonded jersey. Shoes, bag and jewelry keep the swinging pace.

**1 Cape and dress** of rayon jersey bonded to acetate tricot to keep shape. Dramatic cape is medium gray; lining matches bodice of dress. The dress has bodice striped in yellow, white and black on gray; medium gray skirt . . . its great details: tie-collar, bracelet-length sleeves, buckled belt, front pleat, back zipper. Dry clean. Order your usual size . . . if in doubt, see page 534. Misses' sizes 8, 10, 12, 14, 16.

State size. Shipping weight 4 pounds.  
N17 F 3124F . . . \$34.00

**2 Shoes.** Shiny black patent leather upper. Composition sole, 2-inch heel. Also sold in light camel tan and dark brown glove leather on page 18.

Sizes AA (narrow) 7, 7½, 8, 8½ and 9.  
B (medium) 5½, 6, 6½, 7, 7½, 8, 8½, 9 and 10.

X54 F 43526F—State size, then width.  
Shipping weight 1 pound 4 ounces . . . \$16.00

**3 Satchel pouch bag** in shiny black patent vinyl. Double-handle; top zipper closing. Inside zipper pocket. Protective studs on bottom. Vinyl lining. About 10x6¾x5 in.  
X88 F 3503—Shipping wt. 2 lbs. . . \$11.00

**4 Earrings** of textured metal are about ¾-inch wide. Clip-back style.  
4 F 54907—Silver-color. Wt. 3 oz. . . \$2.00  
4 F 54906—Gold-color. Wt. 3 oz. . . 2.00

**5 Ring watch** . . . fully numbered dial under bubble-shape crystal. Adjustable mounting . . . fits all. Swiss movement. Unbreakable mainspring. Shown about ¾ actual size.  
4 F 19172—White gold-color base metal  
4 F 19171—Yellow gold-color base metal  
Shipping weight 4 ounces . . . \$16.00

**6 Bracelet** of textured metal has a hinge closing. About ¾-inch wide.  
4 F 54905—Silver-color. Wt. 3 oz. . . \$5.00  
4 F 54904—Gold-color. Wt. 3 oz. . . 5.00

SHOWN ON THIS PAGE

Tunic-topped pantsuit takes the comfort of knit in a bonded jersey . . . zings it with white crepe. To zero in on this great look: a bag and shoes.

**7 Shoulder-style bag** of brushed split leather. Double metal chain-handle. Outside pocket under flap. Unlined. About 9½x7¼x1½ inches.  
X88 F 3564—Burgundy red.  
X88 F 3599—Black.  
Shipping weight 2 pounds . . . \$11.00

**8 Shoes.** Foot-hugging bootlet. Elastic gore. Composition sole, 1¾-in. heel.  
Sizes AA (narrow) 7 to 9. Half sizes, too.  
B (medium) 5½ to 9, 10. Half sizes.  
X54 F 45322F—Burgundy red brushed split leather  
X54 F 43722F—Black brushed split leather  
X54 F 43422F—Black patent leather  
State size, width. Shpg. wt. 1 lb. 4 oz. . . \$15.00

**9 Tunic and pants** . . . a terrific twosome, yet each can go happily their separate ways. Medium gray jersey of Orlon® acrylic and wool is bonded to acetate tricot for shape-retention and crease-resistance. Button-front tunic has Chelsea collar and button-cuffed long sleeves in white crepe of acetate and rayon. Pull-on style pants have elasticized waistband. Dry clean. Order your usual size . . . if in doubt, see page 534.

Misses' sizes 8, 10, 12, 14, 16.  
State size. Shipping weight 1 pound 8 oz.  
V7 F 5277F . . . \$19.00  
\*Reg. DuPont T.M.

"Charge It" if you wish  
. . . see pages 545D to 551



Sears Fashion Board  
COLLECTION





## JACKET, SKIRT and PANTS

**\$21** Misses' and Petite Misses' **\$22** Tall Misses'

*Heathery Coloray\* rayon  
is bonded to Certifab\*\*  
(Celanese® acetate tricot)  
for shape retention*

Three-piece outfit. Long, Edwardian-style jacket with deep cuffs; extra button included. A-line skirt and straight-cut, wide-leg pants are elasticized at waist. Skirt has 2-in. hem. Dry clean. Ascot sold below.

MISSSES' SIZES 10, 12, 14, 16, 18.  
V31 F 7614F—Navy blue and black  
V31 F 7615F—Dark brown  
State size. Shpg. wt. 2 lbs. 5 oz. \$21.00

PETITE MISSSES' SIZES 6P, 8P, 10P, 12P,  
14P. Please state correct size.  
V31 F 7618F—Navy blue and black  
V31 F 7619F—Dark brown  
Shipping weight 2 lbs. 5 oz. . . \$21.00

TALL MISSSES' 10T, 12T, 14T, 16T, 18T.  
V31 F 7616F—Navy blue and black  
V31 F 7617F—Dark brown  
State size. Shpg. wt. 2 lbs. 5 oz. \$22.00

\*Reg. T.M. Courtaulds North America, Inc.  
\*\*Collins & Aikman trademark

### SHOULDER BAG

**1** Black, smooth top-grain cowhide envelope-style. Center zip pocket. Vinyl lining. About 8x6x2 in.  
88 F 1350—Wt. 1 lb. 8 oz. . . \$14.97

### FOULARD PRINT ASCOT

**(2 and 3)** Double-fabric acetate twill . . . pleated at neck. About 40 inches long. Hand wash separately.

**2** Geometric print . . . orange, black and white on camel tan.  
88 F 8281—Shpg. wt. 2 oz. . . \$2.00

**3** Snowflake print . . . blue, white, black and yellow on cranberry red.  
88 F 8282—Shpg. wt. 2 oz. . . \$2.00





**DRESS-PLUS-PANTS . . . together they add up to the going-est  
new fashion today: the dress alone can solo smartly anywhere**

**1** Gabardine of rayon and acetate. Coatsdress is shirt-styled with convertible collar, welt-seamed front and back yoke, two patch pockets and button cuffs. Flared, cuffed pants have fly-front zipper closing. Dry clean.

MISSSES' SIZES 10, 12, 14, 16, 18.

V31 F 7666F—Camel tan

V31 F 7667F—True red

State size. Wt. 2 lbs. 14 oz. . . \$19.00

\*Reg. T.M. Courtaulds North America, Inc.

**2** Coloray\* rayon knit bonded to acetate tricot . . . jumper-coat-dress with mock pockets and back belt; flared, cuffed pants with elasticized waistline . . . dry clean both. White acetate crepe blouse buttons in back . . . hand wash.

MISSSES' SIZES 8, 10, 12, 14, 16, 18.

V31 F 7670F—Cardinal red

V31 F 7671F—Medium gray

State size. Wt. 1 lb. 12 oz. . . \$21.00

\*\*Reg. DuPont T.M.

**3** Orlon\*\* acrylic knit bonded to acetate tricot. Tunic dress with back zipper has dark gray fake fur trim of cotton, wool and rayon pile on cotton back . . . looks like Persian lamb. Pants have elasticized waistline. Dry clean.

MISSSES' SIZES 8, 10, 12, 14, 16, 18.

V31 F 7663F—Purple

V31 F 7662F—Oxford gray

State size. Wt. 2 lbs. 1 oz. . . \$20.00

**ORDER YOUR USUAL SIZE . . . if in doubt, see page 534**



**2**



**3**



Panty-hose  
sold on  
page 136



Luxurious double-knit wool . . soft, supple, keeps its shape

SHOWN ON THIS PAGE

**1** Skimmer with gleaming metal buttons in double-breasted effect . . an extra button is included. Step-in style with high, neat collar; back belt trim; 2-inch hem. Dry clean.

MISSSES' SIZES 10, 12, 14, 16, 18, 20. *State correct size.*

V31 F 7606F—Beet red

V31 F 7607F—Black

Shpg. wt. 1 lb. 12 oz. . . . \$20.00

SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½. *State size.*

V31 F 7608F—Beet red

V31 F 7609F—Black

Shpg. wt. 1 lb. 12 oz. . . . \$22.00

SHOWN ON OPPOSITE PAGE

**2** Skimmer with center welt seam; front pleat. Metal buttons and self loops trim raglan sleeves . . extra button included. Back zipper. 2-inch hem. Dry clean.

MISSSES' SIZES 10, 12, 14, 16, 18.

V31 F 7600F—Royal blue

V31 F 7601F—Dark brown

*State size.* Shpg. wt. 1 lb. 10 oz. . . . \$20.00

PETITE MISSSES' SIZES 6P, 8P, 10P, 12P, 14P.

V31 F 7604F—Royal blue

V31 F 7605F—Dark brown

*State size.* Shpg. wt. 1 lb. 10 oz. . . . \$20.00

TALL MISSSES' SIZES 10T, 12T, 14T, 16T, 18T.

V31 F 7602F—Royal blue

V31 F 7603F—Dark brown

*State size.* Shpg. wt. 1 lb. 10 oz. . . . \$22.00

**1**

## Tightly woven wool worsted bonded to Certifab\* (Celanese® acetate tricot)

SHOWN ON OPPOSITE PAGE

**3** Funnel-neck dress with welt seaming at yoke and down the center. Self belt and loops. Long sleeves with button cuffs. Back zipper. 2-inch hem. Dry clean. Necklace sold on page 58.

MISSSES' SIZES 10, 12, 14, 16, 18. *Please state correct size.*

V31 F 7457F—Camel tan V31 F 7458F—Flame red

Shipping weight 1 pound 14 ounces. . . . \$16.00

PETITE MISSSES' SIZES 6P, 8P, 10P, 12P, 14P. *State size.*

V31 F 7459F—Camel tan V31 F 7460F—Flame red

Shipping weight 1 pound 14 ounces. . . . \$16.00

TALL MISSSES' SIZES 10T, 12T, 14T, 16T, 18T. *State size.*

V31 F 7461F—Camel tan V31 F 7462F—Flame red

Shipping weight 1 pound 14 ounces. . . . \$17.00

**4** Skimmer with right-angled yoke seam, button and button-hole trim . . an extra button is included. Below-elbow sleeves. Long back zipper closing. 2-inch hem. Dry clean.

MISSSES' SIZES 12, 14, 16, 18, 20. *Please state correct size.*

V31 F 7468F—Navy blue V31 F 7467F—Spice brown

Shipping weight 1 pound 10 ounces. . . . \$16.00

SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½, 24½.

V31 F 7470F—Navy blue V31 F 7469F—Spice brown

*State size.* Shipping weight 1 pound 10 ounces. . . . \$17.00

\* Collins & Aikman T.M.

ORDER YOUR USUAL SIZE . . if in doubt, see page 534

## The ACCESSORIES

**A** Shoes with Corfam® man-made polymeric upper. Composition sole. 2-in. heel.

Sizes AA (narrow) 7 to 9.

B (medium) 5 to 9, 10.

*State size, then width.*

X54F48832F—Cinnamon brown

X54F48532F—Black

X54F49532F—Navy

Wt. 1 lb. 4 oz. . . \$11.00

**B** Envelope handbag in lizard-look grained vinyl. Gold-color metal chain handle. Inside zip pocket. Rayon lining.

About 8¾x7½x3½ in.

88 F 3698—Cinnamon brown

88 F 3699—Black

88 F 3697—Navy

Shpg. wt. 1 lb. 8 oz. \$7.99

**B**

**A**



# WOOL..

2

3

4





1

2

3



# WOOL..

Beautifully textured wool fabrics bonded to Certifab\* (Celanese® acetate tricot) to keep their supple shape

SHOWN ON OPPOSITE PAGE

**1** Skimmer. Stitching gives subtle emphasis to the collar and center welt seam. Button trim; long back zipper; 2-inch hem. Dry clean.  
 MISSES' SIZES 12, 14, 16, 18, 20. *Please state correct size.*  
 V31 F 6544F—Jade green V31 F 6545F—Purple  
 Shipping weight 1 pound 5 ounces.....\$12.98  
 SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½, 24½. *State size.*  
 V31 F 6546F—Jade green V31 F 6547F—Purple  
 Shipping weight 1 pound 5 ounces.....\$13.98

**2** Jumper, accented with front welt yoke seam and two patch pockets, has long back zipper and a 2-inch hem. Coordinated acetate crepe blouse with button cuffs has hook closing at back neck. Dry clean.  
 MISSES' SIZES 12, 14, 16, 18, 20. *Please state correct size.*  
 V31 F 6548F—Medium brown jumper with light beige blouse  
 V31 F 6549F—Medium gray jumper with pearl gray blouse  
 Shipping weight 1 pound 5 ounces.....\$12.98  
 SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½, 24½. *State size.*  
 V31 F 6550F—Medium brown jumper with light beige blouse  
 V31 F 6551F—Medium gray jumper with pearl gray blouse  
 Shipping weight 1 pound 5 ounces.....\$13.98

**3** Two-piece dress. Tunic top has front slit, back zipper, button trim at wrists. Skirt is elasticized at the waist for good fit and has a 2-inch hem. Dry clean. Pin not included.  
 MISSES' SIZES 10, 12, 14, 16, 18. *Please state correct size.*  
 V31 F 6288F—Bright red V31 F 6289F—Pine green  
 Shipping weight 1 pound 7 ounces.....\$12.98  
 SHORTER WOMEN'S SIZES 12½, 14½, 16½, 18½, 20½, 22½. *State size.*  
 V31 F 6290F—Bright red V31 F 6291F—Pine green  
 Shipping weight 1 pound 7 ounces.....\$13.98  
 TALL MISSES' SIZES 10T, 12T, 14T, 16T, 18T. *Please state size.*  
 V31 F 6292F—Bright red V31 F 6293F—Pine green  
 Shipping weight 1 pound 7 ounces.....\$13.98

SHOWN ON THIS PAGE

**4** Slit funnel-neck dress. Well-placed darts assure its flattering fit. Self belt; long back zipper closing; 2-inch hem. Dry clean. Pin is not included. The handbag is sold on page 36.  
 MISSES' SIZES 10, 12, 14, 16, 18, 20. *Please state correct size.*  
 V31 F 6538F—Deep teal blue V31 F 6539F—Black  
 Shipping weight 1 pound 6 ounces.....\$12.98  
 SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½. *Please state size.*  
 V31 F 6540F—Deep teal blue V31 F 6541F—Black  
 Shipping weight 1 pound 6 ounces.....\$13.98  
 TALL MISSES' SIZES 10T, 12T, 14T, 16T, 18T, 20T. *Please state size.*  
 V31 F 6542F—Deep teal blue V31 F 6543F—Black  
 Shipping weight 1 pound 6 ounces.....\$13.98

ORDER YOUR USUAL SIZE . . . if in doubt, see page 534 for charts and how-to-measure

THE SHOES

**5** Beautifully detailed pump with contrasting scroll design on vamp. Flexible vinyl upper with shaped, high-rise vamp and broad toe. Comfortably lined with nylon tricot. Flexible composition sole and fashion-right 1½-in. heel.

State usual size, then B width (chart below):

B (medium) width	5½	6½	7½	8½	9½	10
------------------	----	----	----	----	----	----

54 F 27393F—Navy with burgundy red

54 F 24393F—Brown with black

54 F 21393F—Black with brown

Shipping weight 1 pound 6 ounces.....\$7.99

Just say "Charge it" when you phone your order . . . see pages 545D to 551



## DOUBLE-KNIT DACRON\* POLYESTER

Sears assures the wrinkle-shunning, shape-keeping properties of these textured knits by making them ★ **PERMA-PREST**® dresses. Machine wash, warm; no ironing needed if tumble-dried. You can shorten or lengthen the hems.



**DACRON**  
A DU PONT FIBER



*Sears ★ Best*

### Sears Best double-knit polyester dress

**1** Skimmer with front welt seams. Long back zipper closing. 2-inch hem. Pins are not included.

MISSSES' SIZES 12, 14, 16, 18, 20.

V31 F 7490F—Deep turquoise blue

V31 F 7489F—True red

State size. Shpg. wt. 1 lb. 4 oz. \$14.98

SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½, 24½. State size.

V31 F 7492F—Deep turquoise blue

V31 F 7491F—True red

Shipping weight 1 lb. 4 oz. \$15.98

TALL MISSSES' SIZES 12T, 14T, 16T, 18T, 20T. Please state size.

V31 F 7494F—Deep turquoise blue

V31 F 7493F—True red

Shipping weight 1 lb. 4 oz. \$15.98

\*Reg. DuPont T.M.

**2** Skimmer. Welt seam accents the dropped waist and the easy-moving skirt. Long back zipper closing. 1-inch hem. The chain-necklace shown is sold on page 37.

MISSSES' SIZES 12, 14, 16, 18, 20. Please state correct size.

V31 F 7496F—Light brown

V31 F 7497F—Spruce green

Shpg. wt. 1 lb. 3 oz. \$14.98

SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½, 24½. Please state correct size.

V31 F 7532F—Light brown

V31 F 7533F—Spruce green

Shpg. wt. 1 lb. 3 oz. \$15.98

**3 BEST BECAUSE:** The two-tone chevron pattern is knit right into this beautifully detailed coatdress. Stitching accents the collar and the mock-pocket flaps. Overlocked seams will not curl. Welt-seamed yoke at the shoulders and across the back. Belt-trim in back. An extra button is included. 2-inch hem.

MISSSES' SIZES 10, 12, 14, 16, 18, 20.

V31 F 7656F—Medium brown on medium turquoise blue

V31 F 7657F—Light blue on bright navy blue

State size. Shipping weight 1 pound 9 ounces. \$20.00

SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½.

V31 F 7658F—Medium brown on medium turquoise blue

V31 F 7659F—Light blue on bright navy blue

State size. Shipping weight 1 pound 9 ounces. \$22.00

TALL MISSSES' SIZES 10T, 12T, 14T, 16T, 18T, 20T.

V31 F 7660F—Medium brown on medium turquoise blue

V31 F 7661F—Light blue on bright navy blue

State size. Shipping weight 1 pound 9 ounces. \$22.00

ORDER YOUR USUAL SIZE . . . if in doubt see page 534

Sears PCBKM  
AEDG

★ Wear Sears **PERMA-PREST**® for great no-iron, wrinkle-resistant performance . . . that's what NEATNIKS wear



## DOUBLE-KNIT ACETATE

Three great looks in a lustrous, soft fabric that's notable for the way it wards off wrinkles, stays in shape

**1** Three-piece dress. Jacket has stand-up collar, button-trim down the front and on side tabs; extra button included. Blouse, circled with bands of color, has back zipper. Skirt is elasticized at the waistline and has a 2-inch hem. Dry clean.

MISSSES' SIZES 12, 14, 16, 18, 20.  
V31 F 7101F—Black with black and red trim on light beige blouse  
V31 F 7100F—Navy with navy and red trim on white blouse  
State size. Shpg. wt. 1 lb. 13 oz. \$15.98

SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½, 24½. State size.  
V31 F 7103F—Black with black and red trim on light beige blouse  
V31 F 7102F—Navy with navy and red trim on white blouse  
Shipping weight 1 lb. 13 oz. \$16.98

**2** Band-collar skimmer with front welt seaming. Buttons accent the side tabs. Long back zipper closing. 2-inch hem. Dry clean.

MISSSES' SIZES 12, 14, 16, 18, 20.  
V31 F 6552F—Black  
V31 F 6553F—Flame red  
State size. Shpg. wt. 1 lb. 4 oz. \$11.98

SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½. Please state size.  
V31 F 6554F—Black  
V31 F 6555F—Flame red  
Shipping weight 1 lb. 4 oz. \$12.98

**3** Split-collar dress trimmed with striped rayon grosgrain cuffs and bow at neck. Long back zipper closing. 2-inch hem. Dry clean.

MISSSES' SIZES 12, 14, 16, 18, 20.  
V31 F 7510F—Black with white  
V31 F 7511F—Deep navy with white  
State size. Shpg. wt. 1 lb. 4 oz. \$14.98

TALL MISSSES' SIZES 12T, 14T, 16T, 18T, 20T. Please state size.  
V31 F 7512F—Black with white  
V31 F 7513F—Deep navy with white  
Shipping weight 1 lb. 4 oz. \$15.98

Just call Sears

and say "Charge it"

... see pages 545D to 551





Dresses of  
**ORLON**  
A DU PONT FIBER

*Jersey of Orlon\* acrylic  
and wool is very*

**SOFT AND  
BEAUTIFULLY  
DRAPEABLE . .**

*yet these dresses keep their shape  
and ward-off wrinkles because  
the fabric is bonded to Certifab\*\*  
(Celanese® acetate tricot)*

**1** Skimmer with stand-up collar. All-around welt-seamed insert creates a belt-effect, sparkles with front button-trim. Back zipper closing. 2-inch hem. Dry clean. Necklace sold on page 44.

MISSES' SIZES 12, 14, 16, 18, 20.  
V31 F 6520F—Camel tan  
V31 F 6521F—Deep red  
State size. Shpg. wt. 1 lb. 5 oz. . . \$11.98

TALL MISSES' SIZES 12T, 14T, 16T, 18T, 20T. Please state correct size.  
V31 F 6522F—Camel tan  
V31 F 6523F—Deep red  
Shipping weight 1 pound 5 oz. . . \$12.98

**2** Two-piece dress. The top is fronted with welt seaming; cut-away collar takes button-trim; long back zipper. Skirt is elasticized at waist for comfortable fit; 2-inch hem. Dry clean.

MISSES' SIZES 12, 14, 16, 18, 20.  
V31 F 6524F—Camel tan  
V31 F 6525F—Bright navy blue  
State size. Shpg. wt. 1 lb. 5 oz. . . \$11.98

SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½, 22½, 24½. State correct size.  
V31 F 6526F—Camel tan  
V31 F 6527F—Bright navy blue  
Shipping weight 1 pound 5 oz. . . \$12.98

**ORDER YOUR USUAL SIZE . . if in doubt, see page 534 for charts**

**THE HAT AND SCARF** capture a safari-look

**( 3 and 4 )** Soft rayon plush on cotton back is printed to resemble leopard.

**3** Beret . . sectioned crown with black vinyl accents. Lined in acetate faille. Elasticized at back. Fits all.  
N78 F 9330—Shpg. wt. 1 lb. . . . \$5.97

**4** Scarf . . looks luxurious atop a dress or under a coat. Lined in acrylic-and-wool jersey. About 30 inches long.  
N78 F 9331—Shpg. wt. 6 oz. . . . \$2.97





**1** Bell-sleeved skimmer has beautiful embroidery around stand-away neckline and sleeves. Back zipper. 2-inch hem. Dry clean.

MISSSES' SIZES 12, 14, 16, 18, 20.

V31 F 6528F—Deep teal blue with white

V31 F 6529F—Black with white

State size. Shipping wt. 1 lb. 3 oz. .... \$11.98

SHORTER WOMEN'S 14½, 16½, 18½, 20½, 22½.

V31 F 6530F—Deep teal blue with white

V31 F 6531F—Black with white

State size. Shipping wt. 1 lb. 3 oz. .... \$12.98

TALL MISSSES' SIZES 12T, 14T, 16T, 18T, 20T.

V31 F 6532F—Deep teal blue with white

V31 F 6533F—Black with white

State size. Shipping wt. 1 lb. 3 oz. .... \$12.98

#### THE SHOES

**3** Clever little lace-up with rich calfskin upper and neat fabric tie. Rounded square toe, straight 1½-in. heel. Composition sole.

State usual size, then width (chart below).

AA(narrow) width	...	...	7 7½	8 8½	9 10
B(medium) width	5½	6 6½	7 7½	8 8½	9 10

X54F48801F—Brown X54F49401F—Rust brown

X54F48201F—Black X54F49301F—Deep red

Shipping weight 1 pound 4 ounces .... \$12.00

**2** Princess-silhouette dress gently eased with a flared skirt. Looks simply great untouched or with your selection of accessories. Long back zipper closing. 2-inch hem. Dry clean. Accessories not included . . . the necklace is sold on page 37, the scarf on page 198.

MISSSES' SIZES 12, 14, 16, 18, 20.

V31 F 6534F—Deep teal blue

V31 F 6535F—Dark brown

State size. Shipping wt. 1 lb. 4 oz. .... \$10.98

SHORTER WOMEN'S SIZES 14½, 16½, 18½, 20½,

22½, 24½. Please state correct size.

V31 F 6536F—Deep teal blue

V31 F 6537F—Dark brown

Shipping weight 1 pound 4 ounces .... \$11.98

#### THE HANDBAG

**4** Duo-handle tote style sports two handy outer pockets (one on each side) with turn-lock closing. Fashioned in smooth vinyl; vinyl-lined. Protective studs on bottom. About 8x8x2¼ inches.

88 F 3692—Brown

88 F 3690—Rust brown

88 F 3691—Deep red

88 F 3693—Black

Shipping weight 1 pound 8 ounces .... \$8.99

*Acetate knits are noted for their*

## LUSTROUS LUXURIOUS LOOK . .

*even more noteworthy because the fabric is bonded to Certifab\* (Celanese® acetate tricots) to stay shapely and wrinkle-shy*

\*Collins & Aikman T.M.

PCBKM  
AEOG Sears 31





2

3

Necklace  
sold on  
page 44

5

6

4

1

Belt sold on  
page 54

**ORLON**  
A DU PONT FIBER

SEE OPPOSITE PAGE FOR DESCRIPTIONS





*Orlon\* Acrylic Knits  
make a special point of*

**DEEP, RICH  
VIBRANT  
COLOR**

*because the yarn takes so beautifully to  
dyes. And because the fabric is bonded to  
Certifab\*\* (Celanese® acetate tricot) these  
dresses keep their shape and shun wrinkles*

**1** Skimmer with front pleats.  
Long back zipper. Dry clean.  
MISSES' SIZES 12, 14, 16, 18, 20.  
V31 F 5702F—Turquoise blue  
V31 F 5700F—Moss green  
State size. Shpg. wt. 15 oz. \$9.98  
SHORTER WOMEN'S SIZES 14½, 16½,  
18½, 20½, 22½, 24½.  
V31 F 5705F—Turquoise blue  
V31 F 5703F—Moss green  
State size. Shpg. wt. 15 oz. \$10.98  
TALL MISSES' SIZES 10T, 12T, 14T,  
16T, 18T. State size.  
V31 F 5708F—Turquoise blue  
V31 F 5706F—Moss green  
Shipping weight 15 oz. \$10.98

**2** Dress with white bib-front.  
Long back zipper. Dry clean.  
MISSES' SIZES 10, 12, 14, 16, 18.  
V31 F 5488F—Light gold  
V31 F 5487F—Tile red  
State size. Shpg. wt. 1 lb. \$9.98  
SHORTER WOMEN'S SIZES 14½, 16½,  
18½, 20½, 22½, 24½.  
V31 F 5490F—Light gold  
V31 F 5489F—Tile red  
State size. Shpg. wt. 1 lb. \$10.98  
TALL MISSES' SIZES 12T, 14T, 16T,  
18T, 20T. State size.  
V31 F 5492F—Light gold  
V31 F 5491F—Tile red  
Shipping weight 1 pound. \$10.98

**3** Skimmer . . . metal chain-belt  
trim. Back zipper. Dry clean.  
Pin not included.  
MISSES' SIZES 12, 14, 16, 18, 20.  
V31 F 6509F—Deep brown  
V31 F 6508F—Gold  
State size. Wt. 1 lb. 8 oz. \$10.98  
SHORTER WOMEN'S SIZES 14½, 16½,  
18½, 20½, 22½. State size.  
V31 F 6511F—Deep brown  
V31 F 6510F—Gold  
Shipping wt. 1 lb. 8 oz. \$11.98  
TALL MISSES' SIZES 12T, 14T, 16T,  
18T, 20T. State size.  
V31 F 6513F—Deep brown  
V31 F 6512F—Gold  
Shipping wt. 1 lb. 8 oz. \$11.98

**4** Two-piece dress. Skirt is elas-  
ticized at waist. Extra button  
included. Dry clean.  
MISSES' SIZES 12, 14, 16, 18, 20.  
V31 F 6515F—Teal blue  
V31 F 6514F—Deep red  
State size. Wt. 1 lb. 10 oz. \$11.98  
PETITE MISSES' SIZES 6P, 8P, 10P,  
12P, 14P. State size.  
V31 F 6519F—Teal blue  
V31 F 6518F—Deep red  
Shipping wt. 1 lb. 10 oz. \$11.98  
TALL MISSES' SIZES 12T, 14T, 16T,  
18T, 20T. State size.  
V31 F 6517F—Teal blue  
V31 F 6516F—Deep red  
Shipping wt. 1 lb. 10 oz. \$12.98

*Each dress has a 2-inch hem*

**HANDBAG AND SHOES**  
(shown on opposite page)

**5** Bag. 2 swagger pockets; in-  
ner rear-wall pocket. Rayon  
lining. About 9½x6½x2½ in.  
88 F 3780—Burgundy red  
smooth vinyl  
88 F 3779—Medium taupe brown  
smooth vinyl  
88 F 3781—Black patent vinyl  
Shipping wt. 1 lb. 8 oz. \$9.99

**6** Shoes. Up-front styling with  
metal trim. Composition sole,  
sculptured 2-inch heel.  
State size, width (chart below).

AA (narrow)	5½	6	6½	7	7½	8	8½	9	9½
B (medium)	5½	6	6½	7	7½	8	8½	9	9½
C (med. wide)	5½	6	6½	7	7½	8	8½	9	9½

X54 F 49328F—Burgundy red calf  
X54 F 49128F—Taupe brown calf  
X54 F 48528F—Black patent vinyl  
Shipping weight 1 lb. 4 oz. \$12.00